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Five Best Practices for Improving the Cloud Experience by Cloud Innovators

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Cloud computing continues to transform the entire market. It's created new market opportunities, adjacent product or service opportunities, and lines of business for many organizations. It has also provided IT organizations, providers and integrators with more agile, streamlined and cost-effective ways to deliver services to users and customers.

REWARDS

The most desired rewards for cloud deployments are:

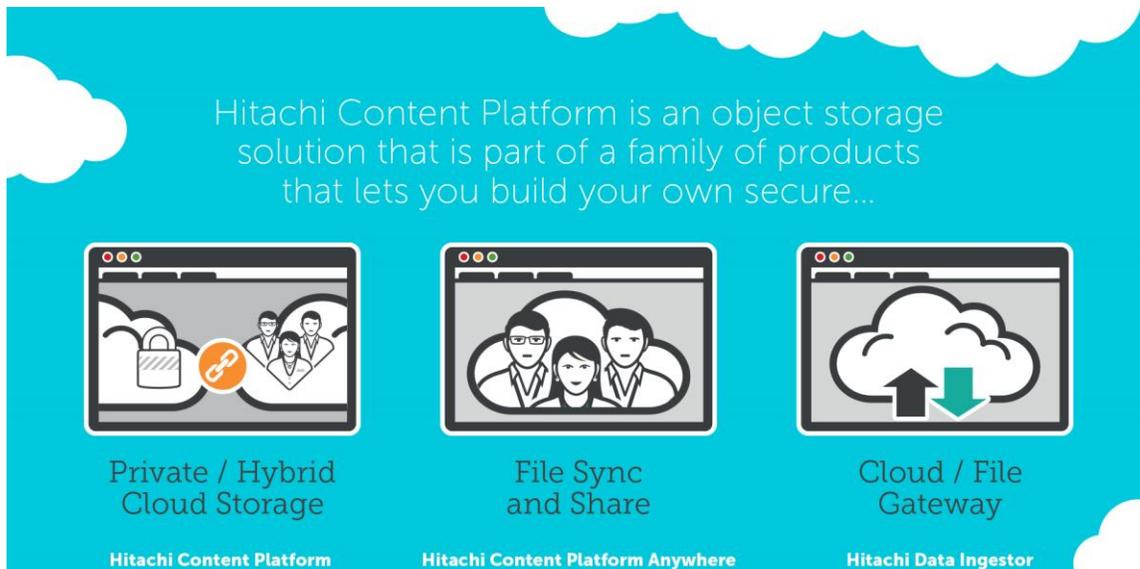| Higher availability	Controlling costs	Employee efficiency	Greater scalability	Business continuity

Source: 2015 Economist Study

While cloud computing has delivered many benefits, cloud adoption continues to challenge even the most nimble of companies with service outages, loss of data and other failures. The good news is: These occurrences are becoming the exception rather than the norm. According to a recent Economist magazine survey sponsored by Hitachi Data Systems, only 9 percent of those surveyed had high-damage cloud incidents, while 55 percent and 34 percent assess cloud failures as limited and medium (respectively).

RISKS

Key concerns:

- Loss of customer data
- Revenue loss
- Breach of customer privacy
- Damage to brand or reputation

Source: 2015 Economist Study

1 IN 5 have had an outage in public cloud

1 IN 8 have experienced data breach and permanent data loss in public cloud

In a 2015 Economist Intelligence Unit (EIU) report, lessons learned from cloud implementations by 232 global IT executives showcase five best practices that help organizations maximize their cloud opportunities. The best practices drive greater business agility, improve data access and promote a more productive, mobilized workforce.

Hitachi Content Platform (HCP) portfolio is aligned with these best practices. HCP delivers distinct advantages that accelerate cloud adoption and lets you build a secure, scalable and easy-to-manage cloud. The solutions include HCP, an object-based cloud storage platform; Hitachi Content Platform Anywhere, an enterprise-class file sync and share solution; and Hitachi Data Ingestor (HDI), a cloud-storage gateway. These solutions are tightly integrated to provide maximum data mobility and avoid the trap of traditional technology silos. HCP provides a hybrid cloud architecture that lets you move data to and between your choice of public clouds, while maintaining full control and visibility. That means you will have your data, anywhere, anytime, on any device.

1. Ensure Cloud Providers Meet Corporate Business and IT Requirements.

The EIU report cites three business objectives for cloud deployments: control cost, enhance availability and improve employee efficiency. Robust service level agreements (SLAs) are critical to the measurement of the cloud's ability to meet key indicators for these objectives. With the right solution, you will meet business requirements, improve scalability and performance, and achieve faster time to market.

> **HCP Portfolio Advantages:** HCP portfolio helps organizations consolidate, automate, mobilize and archive data according to business needs. A December 2014 TechValidate survey reported 86 percent of IT organizations are satisfied with HCP's reliability[1]. Large-scale multitenancy is also a key cloud-enabling feature that lets HCP securely segregate data within different namespaces to prevent unauthorized access. Thousands of separate tenants and tens of thousands of namespaces are supported, each of which can be uniquely configured to meet specific service levels or business objectives.

2. Choose the Right Cloud Service for Greater Control Over Security and Data Protection.

Public, private and hybrid cloud models offer different levels of control and security. The EIU report found the most damaging incidents were reported for public cloud services, including significant outages (23 percent), failure to integrate with existing systems (20 percent) and data breaches (17 percent). For mission-critical applications, intellectual property

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[1] http://www.techvalidate.com/product-research/hds-content-archive-platform/facts/C60-7AD-D05

and personal information, 70 percent of organizations in the study use private clouds to specify their own security and data protection measures.

HCP Portfolio Advantages: HCP lets you intelligently extend to public clouds to leverage a choice of delivery models, including private, public and hybrid. HCP defines storage in a way that lets you select service and data protection options for your needs. HCP mobilizes data among remote offices with Hitachi Data Ingestor and among user devices with HCP Anywhere.[2] A December 2014 TechValidate survey reported 93 percent of HCP customers say it keeps data safe and secure.

3. Use Cloud Architectures That Let You Connect Cloud Services to Existing IT Infrastructure.

Many businesses still use older software applications or hardware that require cloud gateways or cloud storage tiering to make older systems work seamlessly with cloud. The EIU report noted 26 percent of respondents who experienced a cloud incident cite a "prolonged failure to integrate" with the public cloud as a problem. The ability to integrate cloud [3]capabilities with existing IT infrastructure and establish policies for holistic data management lets you extract greater value from cloud projects.

HCP Portfolio Advantages: The portfolio greatly eliminates the complexity needed to add cloud services with application and user data cloud-ready in your IT environment. HDI resembles existing NAS for users and applications across geographically distributed locations, but uses cloud protocols to store, protect and manage data centrally. HCP provides a central cloud storage repository where content is inventoried, so you can move content (at will) from on-premise to off-premise and from one cloud service to another while full control and visibility is maintained.

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[2] http://www.techvalidate.com/product-research/hds-content-archive-platform/facts/0E7-3EC-618

57% of **surveyed IT organizations** find the ability to view all cloud data as a single repository **valuable to the development and maintenance of their cloud strategy.**

Source: 2015 TechValidate Study

4. Consider Factors Beyond Cost, Such as Cloud's Potential to Improve Business Operations and Boost Innovation and Employee Efficiency.

Cloud computing can deliver significant benefits beyond cost savings. For example, 50 percent of respondents in the EIU report cited employee efficiency as a reason to move to the cloud. There is also a strong correlation between cloud usage and innovation, as well as improvements in IT efficiency and agility that expedite response to emerging market opportunities.

> **HCP Portfolio Advantages**: HCP is an agile solution that provides a single foundation to store data from multiple applications and data sources. It also allows you to take advantage of a variety of cloud options and providers. Together, the integrated portfolio supports traditional applications (such as archiving file, email, audio and video recordings, database, SharePoint® and medical images) and serves as the cloud storage repository for newer and more innovative Web 2.0 or S3-enabled cloud applications. HCP also improves productivity with file sync and share tools as well as stores and accesses data from remote and branch offices more efficiently.

> The portfolio has a single point of management with automation built-in data protection and compression and deduplication capabilities that decrease overall storage costs by at least 40 percent. It also streamlines backup and restores operations by 50 to 60 percent and reduces complexity by as much as 50 percent.

5. Define Business Requirements for IT as Cloud Services and Act as Cloud Brokers.

With the right tasks and business processes, IT departments have strengthened their purchasing and integration skills and greatly improved their ability to match cloud services. As a result, IT acts as a cloud broker for three essential roles: business relationships and demand management, support functions and system integration.

> **HCP Portfolio Advantages:** HCP is an integrated, proven solution that achieves cloud benefits faster. It helps IT teams translate business requirements into cloud services, which supports cost control, enhances availability, and promotes a more productive, mobile workforce. Acting as a broker of specialized services, IT can customize storage attributes and boost productivity while maintain SLAs and adherence to data sovereignty laws, corporate data security and governance policies.

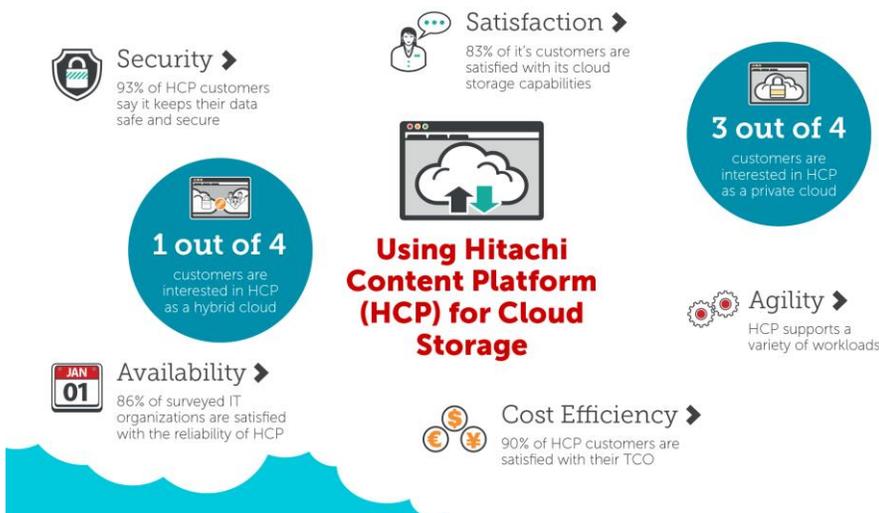# Accelerate Cloud Benefits With Hitachi Content Platform

Cloud computing is already a fundamental part of IT landscapes. As adoption continues and evolving market needs emerge, companies will look to extract even greater value from cloud projects to improve availability, lower costs, boost efficiency and increase overall agility.

The best practices for cloud vendor selection, cloud procurement, cloud skills training and project management will improve cloud performance, increase success and improve viability to replace legacy or other traditional IT delivery forms.

HCP, HCP Anywhere and HDI help:

- Extend your existing private cloud investment. Add new capabilities to existing investments to support cloud or adopt cloud to work in parallel.

- Enable hybrid cloud architectures. Take advantage of public cloud with the data you deem appropriate when you are ready.

- Empower employees with mobility tools and provide secure access to data anywhere, anytime, from any device.

With the right strategy, you will mobilize your business and prepare for the future while you protect existing investments. A transition to the cloud does not equate to a trade-off. A move to the cloud should be complimentary and allow you to achieve significant business value with a competitive advantage.

About the Report

Prepare for next-generation cloud: Lessons learned and insights shared are an Economist Intelligence Unit (EIU) research program, sponsored by Hitachi Data Systems. The report surveyed 232 global IT executives in 2015 to explore experiences with cloud adoption.

Hitachi Data Systems